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**CITY'S SIGNATURE EVENTS CONTINUE TO MAKE GLENDALE SHINE**  
*Successful Season Followed by 50<sup>th</sup> Anniversary of Glendale Summer Band*

**GLENDALÉ, Ariz.** – Glendale's Office of Special Events sweetly wrapped up in February with the Chocolate Affaire, and as summer begins, staff is busy coordinating the 50<sup>th</sup> anniversary of the Glendale Summer Band Concert Series, planning for next year's season of Arizona's Best Festivals® and closing the books on 2015-16.

Glendale's festival season, which includes six weekends between November and February, drew an estimated total attendance of 310,000, which is an increase over last year's attendance. The breakdown per event was Glendale Glitters Spectacular Weekend: 75,000; three weekend events in December: 85,000; Glitter & Glow: 75,000; and the Chocolate Affaire: 85,000.

Highlights from the season included special guest appearances by Kurt and Brenda Warner and family at the Glendale Glitters lighting ceremony. The Warners and their son Zach are very involved in the Treasure House facility for individuals with intellectual disabilities, which will open in Glendale in the near future. In addition, the Glendale Glitter & Glow event featured 24 amazing balloons from across the country, and was held on the weekend prior to the College Football Playoff held in Glendale at the University of Phoenix Stadium on Jan. 11.

Glendale festivals would not be possible without sponsors and community partners, which not only provide funding dollars, but lend community support, programming and prestige to Glendale's long-running events. Some of these sponsors and partners commented on their involvement and support of Glendale's events:

## Signature Events/Add 1.1.1

*"It's a privilege for ABC15 to support community events that are fun, family-friendly and free! The events organized by the special events team in Glendale have become annual traditions for so many of our viewers in the Valley. Martin Dickey and the entire professional team in Glendale are terrific partners; they work hard year-round to make these creative productions, which showcase the best of Arizona, and they always come off flawlessly. We look forward to being part of their signature events, Glendale Glitters, Glendale Chocolate Affaire and Glendale Glitter & Glow Block Party, for many years to come."*

Anita Helt, VP/General Manager, ABC15

*"We have worked with the City of Glendale festivals since 2012. Each and every year we have a great working relationship with the City of Glendale team. They are always organized, responsive and attentive to our brand and the exposure the festivals deliver to our company. Blue Cross Blue Shield of Arizona is continually impressed with the attendance the festivals attract and how the festivals are orchestrated."*

Susan Glawe, Vice President, Community Relations, Blue Cross Blue Shield of Arizona

*"I wanted to let you know that we value the relationship we have with your team. The Glendale Glitters and related holiday events that we are a sponsor of are of great value to APS and our exposure to our customers through those events, creating community awareness of APS and its value on a thriving Glendale, is what we strive for."*

Patrick McDermott, Relationship Manager, Arizona Public Service

*"SRP is proud to be a sponsor at the Glendale Festivals. We have a passion for supporting our communities and our neighbors who call Arizona home."*

Melissa Reilly, Manager, Corporate Events and Relationship Marketing, SRP

Glendale's festivals are produced by the city's Office of Special Events to showcase the historic downtown area, as well as to bring visitors to the area to discover the more than 90 shops, boutiques and restaurants.

The downtown merchants gave city staff positive feedback on the festivals' impact on their businesses. Here are just a few comments from merchants:

*"We continue to be thankful to the Special Events Department and all the city supporters of the signature events. Still after our 23 years we continue to be amazed by the number of people that find us for the first time during these signature events..... It is a very important element for us at Bears & More, because there is no way we could ever arrange to be exposed to so many Valley residents and visitors. ....Glendale Glitters is a very important event to us and is the major sales boost we need to keep our business operating. If these signature events were not part of the annual program, I doubt that Bears & More would still be in Glendale. ....it is our opportunity to convince those people to come back year round and we do our best to be positive ambassadors for the entire Historic Downtown district. I know it works ... it does what it is supposed to do. It shows off our shops and gets people back to spend more money in Glendale."*

Valerie Burner, Owner of Bears & More

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## Signature Events/Add 2.2.2

*“For 21 years the Glendale Chocolate Affaire has been tremendously successful and extremely popular for one very good reason...Our city has the best staff that anyone could possibly ask for. Martin Dickey of Special Events and his department members: Kim, Dawn, Heidi and Karen, as well as our Communication Department, and the CVB, just to mention a few, are all able to bring out the very best positive image and message that reflect our city so well. Great job to all of you and thank you again for hosting and producing so many wonderful free signature events.”*

Joe Cerreta, Vice President, Cerreta Candy Company

Highlights of Glendale’s festivals can be viewed throughout the year on Glendale 11, the city’s award-winning cable TV station, or online. Glendale 11 captures highlights for three of the major festivals recapping the sights, sounds and excitement of each celebration. Every program is available on the city’s [website](#) and vignettes from each show are also on the city’s [YouTube](#) channel.

For more information on Arizona’s Best Festivals® like us on [Facebook](#) or visit the city’s [website](#).

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